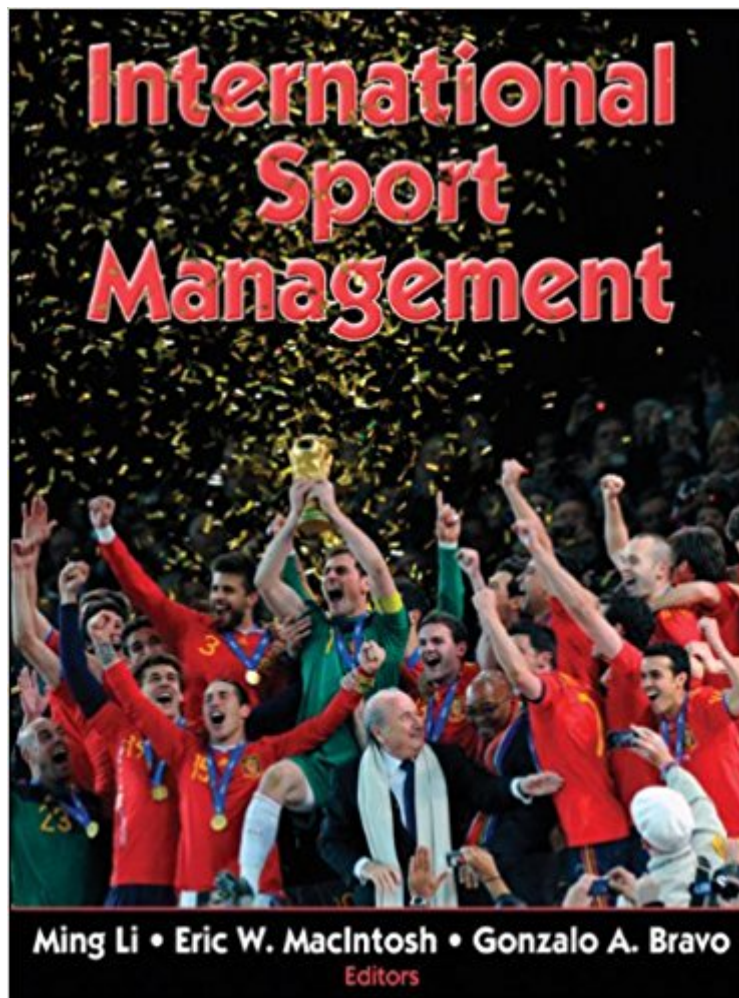




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International Sport Management



Synopsis

International Sport Management is the first comprehensive textbook devoted to the organization, governance, business activities, and cross-cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships, influences, and responsibilities in sport management. Through a systematic presentation of topics and issues in international sport, this textbook offers a long-overdue guide for students in this burgeoning subfield in sport management. Editors Li, MacIntosh, and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic. With attention to diversity and multiple viewpoints, each chapter is authored by distinguished academics and practitioners in the field. A foreword by esteemed sport management scholar Dr. Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management. All chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures. The text is arranged in five parts, each serving a unique purpose:

- To outline the issues associated with international sport management
- To examine sport using a unique perspective that emphasizes its status as a global industry
- To introduce the structure of governance in international sport
- To examine the management essentials in international sport
- To apply these strategies in the business segments of sport marketing, sport media and information technology, sport facilities and design, sport event management, and sport tourism

Written to engage students, International Sport Management contains an array of learning aids to assist with comprehension of the material. It includes case studies and sidebars that apply the concepts to real-world situations and demonstrate the varied issues, challenges, and opportunities affecting sport management worldwide. Chapter objectives, key terms, learning activities, summaries, and discussion questions guide learning in this wide-ranging subject area. In addition, extensive reference sections support the work of practitioners in the field. With International Sport Management, both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field. Using a framework of strategic and total-quality management, the text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers. International Sport Management offers readers a multifaceted view of the issues, challenges, and opportunities in international sport management as well as the major functional

areas that govern international sport. The text provides students, academics, and practitioners with critical insights into the practice of business as it applies to international sport.

Book Information

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Customer Reviews

"The learning activities throughout the book are a particularly innovative way to encourage readers to think outside of their own experiences and culture. Before this book was published, students and even professors likely had to rely on personal or anecdotal experience or a limited amount of research on these concepts. The incorporation of the real-life case studies provides a wide variety of examples on how those concepts have been put into practice." --Doody's Book Review

Ming Li, EdD, is professor in sports administration and chair of the department of sports administration in the College of Business at Ohio University, USA. Li received his doctorate in sport administration from the University of Kansas. His research interests are in financial and economic aspects of sport and management of sport business in a global context. Li is a former president of the North American Society for Sport Management (NASSM) and currently is serving as commissioner of the Commission on Sport Management Accreditation (COSMA). He is a member on the editorial board of the Journal of Sport Management and Sport Marketing Quarterly and has coauthored two books in sport management. He is guest professor of six institutions in China, including the Central University of Finance and Economics and Tianjin University of Sport. Li served as an Olympic envoy for the 1996 Atlanta Olympic Games. He also served as a consultant

for the 2010 Guangzhou Asian Games Organizing Committee. Eric W. MacIntosh, PhD, is an assistant professor in the faculty of health sciences, School of Human Kinetics at the University of Ottawa, Ontario, Canada. Previously, he was assistant professor at Slippery Rock University in Pennsylvania. MacIntosh earned his doctorate in kinesiology from the University of Western Ontario with a specialization in sport management. His research focuses on organizational culture theory, and he is a frequent consultant to sport organizations regarding organizational culture. He has presented his research at sport management conferences both national and internationally and has been published in sport management journals. MacIntosh serves as the division chair of sport and tourism for the Administrative Sciences Association of Canada and is a member of the North American Society for Sport Management. He is the former student president of the North American Society for Sport Management. In his free time, he enjoys hockey, exercise, and adventure racing. MacIntosh resides in Orleans, Ontario, Canada.

Gonzalo Bravo, PhD, is an assistant professor of sport management at West Virginia University, USA. A native of Santiago, Chile, Bravo completed a master's degree in sport administration from Penn State University and a PhD in sport management from Ohio State University. Before joining academia, he worked as sport director in a large sport organization in Chile. His research interests focus on issues in organizational behavior and sport management as an academic discipline. His work has been published in the International Journal of Sport Marketing and Sponsorship, Sport Management Education Journal, and the Journal of Sport Management. He has presented invited lectures and keynote speeches in Brazil, Chile, China, Japan, Mexico, and Venezuela. Bravo is member of the North American Society for Sport Management and the North American Society for the Sociology of Sport. He also serves as the vice president for the Latin American Association for Sport Management and scientific director for the Latin American Association for Socio-Cultural Studies in Sport.

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